

# ORDER



**Orders**  
**Order / Rev:** 710499  
**Alt Order #:** 06300545  
**Product Desc:** NRCC IE  
**Estimate:** 3093  
**Flight Dates:** 09/14/12 - 09/20/12  
**Original Date / Rev:** 08/29/12 / 08/29/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRCC-IE  
**Demographic:** A35-64  
**Product Codes:** PL-State/Local,IS-Issue/Non  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	27	\$42,400.00	\$36,040.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	27	\$42,400.00	\$36,040.00	0.00
<b>Totals</b>	<b>27</b>	<b>\$42,400.00</b>	<b>\$36,040.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	23%	\$42,400.00
Market	100%	\$184,347.83

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	6%	\$11,060.87
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	17%	\$31,339.13
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$94,017.39
WFTC	3%	\$5,530.43

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/14/12	09/14/12	M-F 10-1035p KARE News 10p	CM	10-1035p	----F--	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$2,750.00		0.00						
E 2	KARE	09/14/12	09/14/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$800.00		0.00						
E 3	KARE	09/14/12	09/14/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$900.00		0.00						
E 4	KARE	09/14/12	09/14/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$850.00		0.00						
E 5	KARE	09/17/12	09/17/12	M-F 10-1035p KARE News 10p	CM	10-1035p	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$2,750.00		0.00						
E 6	KARE	09/17/12	09/17/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$900.00		0.00						
E 7	KARE	09/17/12	09/17/12	NBC Nightly News NBC Nightly News	CM	530-6p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$3,000.00		0.00						
E 8	KARE	09/17/12	09/17/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$850.00		0.00						
E 9	KARE	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1030p-1202a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,500.00		0.00						
E 10	KARE	09/15/12	09/15/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530p	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$800.00		0.00						
E 11	KARE	09/15/12	09/15/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,000.00		0.00						
E 12	KARE	09/15/12	09/15/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
MINN BOUND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$850.00		0.00						
E 13	KARE	09/15/12	09/15/12		CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 8-10a KARE 11 Saturday															
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$750.00		0.00			
E 14	KARE	09/16/12	09/16/12	Sun 5-530p	CM	5-530p	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
KARE 11 5 News Su															
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$1,100.00		0.00			
E 15	KARE	09/16/12	09/16/12	NFL Regular Season Football	CM	715-1030p	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
NFL Regular Season Football															
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$7,000.00		0.00			
E 16	KARE	09/20/12	09/20/12	Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$800.00		0.00			
E 17	KARE	09/20/12	09/20/12	M-F 430-5p	CM	430-5P	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$900.00		0.00			
E 18	KARE	09/20/12	09/20/12	NBC Nightly News	CM	530-6p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC Nightly News															
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$3,000.00		0.00			
E 19	KARE	09/20/12	09/20/12	M-F 6-7a	CM	6-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE 11 Sunrise M-F															
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$850.00		0.00			
E 20	KARE	09/18/12	09/18/12	Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-T-----					1	\$800.00		0.00			
E 21	KARE	09/18/12	09/18/12	M-F 430-5p	CM	430-5P	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-T-----					1	\$900.00		0.00			
E 22	KARE	09/18/12	09/18/12	NBC Nightly News	CM	530-6p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NBC Nightly News															
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-T-----					1	\$3,000.00		0.00			
E 23	KARE	09/18/12	09/18/12	M-F 6-7a	CM	6-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE 11 Sunrise M-F															
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-T-----					1	\$850.00		0.00			
E 24	KARE	09/19/12	09/19/12	M-F 430-5p	CM	430-5P	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	--W----					1	\$900.00		0.00			
E 25	KARE	09/19/12	09/19/12		CM	6-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				KARE 11 Sunrise M-F											
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- W- - - -	1		\$850.00		0.00						
E 26	KARE	09/19/12	09/19/12	Wed Prime	CM	8-9P	-- W- - - -	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
				LAW ORD:SVU	(8:00 PM-9:00 PM)										
L&O:SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- W- - - -	1		\$1,750.00		0.00						
E 27	KARE	09/19/12	09/19/12	Wed Prime	CM	9-10P	-- W- - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				CHICAGO FIRE	(9:00 PM-10:00 PM)										
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- W- - - -	1		\$2,000.00		0.00						
													Totals	27	\$42,400.00